

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 47
Integrating Self Love with your Brand and Business

INTRO: Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

TIFFANY:

You are allowed to be both a masterpiece and a work in progress.—Sophia Bush

Self love has been a hot topic for quite a few years now. And for Valentine's Day, it's always encouraged to practice self love, especially if you're single. When I was single, though, that fact always annoyed me as couples spewed their love across the Internet and in person. But now that I've been married a while, I look back and honestly, I wish I would have participated more.

Although this is positioned almost as a consolation prize, instead of participating in the traditional customs of Valentine's Day, it's actually an important practice. In fact, self love is essential for people in relationships too, of course. And guess what? It's also important for, you guessed it, brands. So this month, on the Legacy Lounge, we're talking all about how to be true to ourselves in our brand specifically, but also in life.

Self love, of course, is all about knowing yourself and loving whatever it is that makes you uniquely you. And that's often a long process for people. It takes some doing when it comes to brands as well. But discovering and celebrating the things that make you different is what creates mystery and magnetism that cannot be matched otherwise, because nobody else can be you. And the same goes for brands.

Oftentimes, as solarpreneurs and small business owners, we are our brands, but sometimes there can be called quantum entanglement and you can really lose sight of what's you, what's the brand, what's the difference? So when a brand expresses its genuine self and embraces its uniqueness quirks and

elements of difference, it becomes much easier to stand out from the rest of your industry or category, maybe even effortless after the introspective phase, of course, which is what I love to help people travel through. Now, it should be noted that whatever weirdness or unique trait that you bring should already exist within. Of course, I don't mean you need a quality that's not there just to stand out. I guarantee you that will fall flat because your audience will smell it a million miles away.

People truly are more intuitive than we often give them credit for. So you want your brand to, of course, attract its truest community, right? People who identify with what you're actually all about deep down. So I'm going to give you an example here, and it's a unique example, because I don't often talk about my male clients, because my main focus is on females, but there are some really amazing men that I respect, that I do work with.

So I have this past client, Philippe, and he really aligns with the values we hold dear at Your Legacy Brand. He's from Croatia and he actually has a really sexy accent. But the funniest thing was, when I met him, he was simply going by Phil and he was showing up online as this super outgoing, fun-loving dude. And honestly, he was sort of coming off as a bro marketer a little bit. But once I truly got to know him, I realized that the fun loving part of him was genuine. But the super outgoing part, not so much.

He was as smart as could be, truly amazing at his craft, which is marketing, but he was actually really introverted and pretty quiet. When I asked him about it, he shared that he felt like he had to show up as outgoing to attract clients from the US. He was simply modeling what he saw online, but he was also super burnt out from showing up as someone he was not. It was like trying to lie or doing tricks for people. He wasn't doing it on purpose.

He truly thought he was simply doing what he had to do to get clients.

Now, the reason I'm telling you this is because I believe that so many people online show up doing silly dance reels, using language that they typically never would, not super intentionally, or to fake it or to lie, but because they subconsciously believe that they have to. So, the beautiful thing about working with Phil was that I was able to show him that actually his sexy accent and his actual name, Philippe, was actually an asset when working to attract Americans. I mean, what woman can ignore a sexy accent, am I right?

So, long story short, we rebranded and Philippe could finally show up as his genuine self, a somewhat shy marketing genius who is amazing at what he did. And you see, it's just the same with individuals. When you know who you are and you own it, you will attract the best kind of friends, people who resonate with you and really understand you. So the secret to attracting a loyal following is having that strong grasp on your brand's innate personality and conveying it well.

Audiences are drawn to brands that they click with, but it only works if the attracting elements of the brand's character are deeply genuine. Sincerity is what's key.

So, what does it take to find yourself as a brand? That's the question I get all the time. And I always say you can't see the label from inside the bottle because you're so close to yourself.

You live with yourself every day. So to actually determine what belongs in your brand and what does not, can be super confusing. Now, the trick here isn't to be authentic. If you listen to my last episode, I actually told you you don't always want to be authentic because nobody wants to hear every single bit of your piece. And if you're sort of private like me, I don't want to share every little tidbit about my entire life.

Like, some things are meant to stay quiet and private, and that's okay. I think. So often we're told to just kind of wear our hearts on our sleeves and share everything and be vulnerable. And that's 100% true. You need to be vulnerable but not everything needs to be shared. Because when everything's shared, oftentimes that can actually turn people off. I'm just being super transparent and honest here people. I'm not telling you that you shouldn't share everything if you truly feel like you want to, but just hear me out.

So, self reflection can go a long way, but it's hard to recognize things about yourself that an outsider sees immediately.

So the principle appears to be doubly true for businesses. That's why it helps to have outside help, whether from a trusted friend or a research driven branding strategist like myself.

For our clients, we perform a deep dive into what's already present in your business, what traits clearly exist, no matter who you think you ought to be. We engage in creative questioning sessions that are meant to bring out the truth, talk about your values and emotions that have taken root in your brand already. We do market research, competitive analysis, and so much more, which are then all combined to truly position you as a thought leader, yet also leaving in your genuine self.

So, although I used Philippe as an example, this is prevalent in all my female clients as well. Because most likely you're like me running a household, perhaps raising kids along with starting to maybe care for aging parents, being a good friend, community member, and trying to build your empire. All of this love you give is wonderful for the people in your life.

But when was the last time you gave yourself a little love? Us ladies are conditioned from birth to put others first. And when we are running a business, we pour most of our love into that, too. It's so dang easy to forget about ourselves. In the process, we tend to underestimate the power that self love has over our ability to strive and succeed and to attract the right people into our lives and businesses. Now, I share this from experience. I spent the first year of my business beating myself up because I couldn't fit into what I believed were measures for success.

When I visualized success, it was a corporate version. A woman with straight hair, beautiful and put together in a clean cut and tailored suit, tasteful makeup, and an easy command of the room, she didn't stumble over her words, she didn't show up to work with frizzy hair and she certainly didn't give away any

of her insecurities. Honestly, I was pretty disappointed in myself often because I couldn't fit into this self-imposed mold.

Finally, I realized that I was treating my own business like my corporate career, which I left for a reason. So rather than trying to be perfect and assigning myself to a box that I thought the rest of the world wanted me to be in, I started simply working on loving myself for who I was and slowly began gaining confidence. Finally, defining my own brand became a whole lot easier and I actually started to like myself better too because I wasn't constantly trying to put on a mask or trying to be somebody else.

Not to say that I don't have days of self doubt still, I think we all do but it's way better now that I have this clarity for myself and it always reinvigorates me every time I help a client gain their newfound confidence and clarity as well. So all of this being said, I truly believe curating self love is actually the first stage of the branding process because if you don't develop your brand from that place, it's never going to feel good or in alignment. A key component of doing branding right is doing self assessment and digging deep to ask yourself who am I really? Because there is nothing more magnetic than a woman who knows her worth, who knows who she is, one who doesn't follow the crowd because she's building her own, she knows she's brilliant and she knows what her limitations are and she loves herself anyway. All of this is what makes it easier for you to attract your perfect clients because they want to buy from you, not an imitation of somebody else.

This is why personal branding is truly a deep discovery process that helps you know yourself better than ever before and love yourself for the unique qualities that only you possess. When you are clear and confident about yourself, you'll attract more clients, more members who are following you because they are clear and confident about who you are. Personal branding is not only an act of self love, but it's also a necessary step to impact more lives and create the positive change that you were put on this planet to make. And your self love is the key to your success and the success of your business.

So if you're ready to take the ultimate plunge of self love in your business this Valentine's Day, investing in your personal brand is a gift you can give yourself that will always keep on giving and I'd love to be your guide. We start my signature done-with-you program Legacy Brand Foundations this week, and unless we've already sold out since this episode is prerecorded, there may be a spot left just for you. This is my program where I've taken almost 200 women from just starting out their business all the way to multiple six figure business owners through a deep discovery process that allows them to truly uncover their essence. I then personally craft their entire brand strategy and messaging, which leads to ultimate clarity and confidence. If this sounds like something you're ready to take action on to ensure 2023 is your best year ever, hop on over to the link in my bio to sign up or to book a quick call with me personally and we can chat through.

And don't just take my word for it. You can also see and hear testimonials from women who have been through the program and how impactful it's been not only for their branded business, but how it's changed their entire lives. Now, again, this is not a course. This is a done-with-you program where I hold your hand

along the way. This is why so many people get confused about their brands by trying to take branding courses, because again, you can't see the label from inside the bottle.

So to wrap up today, I want to encourage you, as we are surrounded by a week of love-filled messages that can be often driven by consumerism, to think about the practices you can create and maintain to help treat yourself the way you would treat a dear friend.

So this is for everybody listening. I want you to think about how you connect, comfort, and care for yourself. What are you already doing that supports you in being compassionate with yourself? And what else could you add to your routines to support yourself? On Valentine's Day and every day?

We can all make the choice to love ourselves and it will radiate out to others and create a ripple effect that will help others shine greater. Much love, my friend. I'm sending you so much love because you are worthy and amazing.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyneumancreative I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to yourlegacybrand.com.

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?